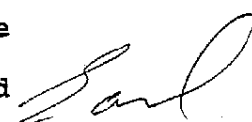


TO: Jim Raporte

DATE: February 24, 1989

FROM: Earl Herald SUBJECT: CAMBRIDGE VALUE SHOPPERS INSERT (PART II)

Please find attached two time charts for the subject program reflecting different retail dates, August 7, 1989 and September 4, 1989.

Per our conversation on February 22, 1989, there is a possibility that the program launch could be changed from September to August. If this is the case, please note from the time chart that a "Program and Quantities Memo" is due from brand on March 6, 1989 and the final artwork is required no later than March 24, 1989.

I also understand there may be a change in the carton insert design that is different from inserts used in the past. Keep in mind that requirements for a "unique" carton insert design may require additional factory testing to ensure that our product quality and operating efficiencies are not put at risk. Additional time required to produce test materials and run factory tests may force the retail date to be delayed by the equivalent amount of time.

Your assistance in addressing these issues promptly is greatly appreciated.

Thank you.

cc: M. Antonoff  
T. Beane  
F. Della Crosse  
L. Wexler  
M. Walchak  
J. Whitman

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